

DurEquip is a 20-employee small business in Minneapolis, selling service station gasoline pumps and parts nationally. Faxes are our main means of communicating with our customers. We never buy lists and we never junk fax. The FCC's proposed changes to business fax regulations would substantially damage our business.

Our database contains 13,500 names of people with fax numbers. The vast majority of these people have voluntarily given us the fax numbers because they want to hear from us. Out of the 13,500, we have identified 3,900 individuals as recipients for our mass fax communications, primarily by their requesting to be included on our fax lists. We receive these requests in a number of different ways:

Most commonly, we ask them during a telephone call whether they would like to receive fax information from us.

We also have a page on our web site (<http://www.durequip.com/>) where customers sign up to receive faxes (<http://www.durequip.com/forms/faxlist.htm>). When we receive these requests, we enter the information in our database but we do not keep copies of the requests themselves.

Finally, we prospect for people who would like to receive our faxes by sending direct mail solicitations. In July, for example, we mailed 1400 letters inviting people to sign up and were pleased to see a response rate of over 5%. Again, when we receive these requests, we enter the information in our database but we do not keep fancy or detailed records of the requests themselves. I can provide a sample of this type letter.

Once in a while we ask our customers, via fax, to confirm that they are receiving information that they want. Again, when we receive responses, we enter the information in our database but we do not keep fancy or detailed records of the requests themselves. I can provide a sample of this type of letter.

We include the following text on the bottom of faxes that we send: "We send faxes only to people who have indicated an interest in our gas pumps and pump parts. We never buy lists or deliberately junk fax. If you'd rather not receive our faxes, please write us a note, including your fax number, and fax it to us toll-free: (877) 503-1926. Thank You." We send a few thousand faxes per month and it is rare that we get an objection or a deletion request -- at most one per month, and the majority of those are from people who have sold their business, have closed it, or who no longer need our products. I can provide samples of typical DurEquip faxes.

So the bottom line is we are sending faxes only to companies with whom we have business relationships and aren't sending very many faxes to people who don't want them. Why would we? These things cost money!

In the vast majority of cases we are sending to people who want the information. We know this because we have confirmed it with them via a faxback, a message from the web site, or via a phone call. We do not, however, have fancy records to satisfy a bureaucrat whose job does not depend on reaching or pleasing customers.

The proposed regulation is (a) burdensome, (b) impossible to comply with on

short notice, and (c) unnecessary. Does the FCC want us to stop sending
faxes to people who want them and then lay off employees due to the
consequent business loss? Wouldn't that be a fine way to help the economy!

Sincerely,

DurEquip, Inc.

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